

Minutes of the Planning Committee of Stow City Council Meeting held on Thursday, April 12, 2018, at 5:00 p.m.

Committee Members Present: Pribonic, D'Antonio, Adaska & Lowdermilk

Other Council Members Present: Costello, Rasor & Riehl

City Officials Present: Finance Director Baranek, Director of Budget & Management Earle, Service Director Wren, Deputy Service Director Brooker, City Engineer McCleary, Lieutenant Snavely, Economic Development Coordinator Trenner, Parks & Recreation Director Nahrstedt, Law Director Zibritosky & Clerk of Council Emahiser

Press Representatives: Stow Sentry

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### **Call to Order**

Mr. Pribonic called the meeting to order.

### **Business Items**

#### **C.Z.C. & Site Plan Approval – Omni Senior Living – Villas – Allen Road (PC 2018-001)**

Mr. Trenner stated this was a request by the applicant, Tom Finley of Omni Senior Living, for Council's approval of a conditional zoning certificate and site plan for the construction of six (6) assisted living villas adjacent to the previously approved 148-unit Omni Senior Living Development located on Allen Road.

He showed on the screen the main campus for Omni Senior Living which was previously approved. He then showed the six (6) villas which were the subject of the conditional zoning certificate and site plan approval this evening.

The villas are located south of the main campus. They are connected to the main campus. The property is zone I-1 Limited Industrial and this use is permitted in the I-1 district as you can imagine with the same use just to the north.

The proposed villas will be accessed from three locations - the previously approved location for the main campus on Allen Road, on Hudson Drive and a new entrance is thru the drive for the Northeast Ohio Eye Surgeons.

Screening from the adjacent industrial use to the east will be accomplished with a 6' high vinyl fence and evergreen trees. Screening from the office to the west will be accomplished with evergreen trees and deciduous plantings.

The exterior of the buildings will be finished with a combination of vinyl siding, stone veneer and EFIS. The roof material will be asphalt.

The Planning Commission recommended for the approval of this project subject to:

- the Engineering Department's review and approval of the storm water management plans;
- the City Arborist's approval of a landscaping plan;
- the Building, Engineering and Fire Departments' approval of construction plans; and
- the applicant consolidating the subject parcel with the main Omni Senior Living parcel.

He was available to answer questions.

Mr. Pribonic asked if the drive next to the Northeast Ohio Eye Surgeons was a common shared drive? Mr. Trenner stated it was. When this area was planned and developed years ago, there were easements incorporated in it so that this sort of thing could happen.

Mr. Lowdermilk asked if this was the one where there was a question concerning set-backs at the Planning Commission Meeting a couple of weeks ago? Mr. Trenner stated yes. It wasn't a question. There was an issue a couple of weeks ago when this drive was double loaded (there were villas on both sides). They weren't able to get the set-backs to work out, so now it's just six (6) villas and no variances required.

Mr. Lowdermilk asked if this was just a conditional zoning certificate? They weren't changing any zoning, they were just conditionally approving this. Mr. Trenner stated that was correct. This was for the development of the property.

Tom Finley, Partner of  
Omni Senior Living  
23205 Mercantile Road  
Beachwood, OH 44122

Mr. Finley was sworn-in.

Mr. Finley stated he was going to give them a quick recap right over what Mr. Trenner had done. Both Mr. Kurtz and Mr. Trenner did a great job of setting this up. He would touch on a few of those items again and maybe add a little bit more information to some of the questions.

Mr. Finley thanked Council for the opportunity of addressing them. Their \$25 million project was well underway. For those who had not been by or thru, they had three stories built and roofs were going on their current project.

The six (6) villas to the east were under construction. All storm water management, much of the waterlines and everything else were going in, while the underground improvements were completed. They were well on their way to looking at a February 2019 delivery and opening (fingers crossed). The weather had been pretty tough on them so far, but they were getting there. They were looking forward to the continuation of this project.

They really believe that Vitalia of Stow is going to change and make lives better for Stow residents. They recently just opened up their Strongsville location. The ribbon cutting was actually a week ago today. He referred to pictures of the ribbon cutting.

That facility was pre-leased in excess of 50 suites two years ahead of schedule. They had about 60 well-paying employees. They were already seeking approval for expansion of that project by another 20 units, 12 of which have already been spoken for. So the success was there. They believe that Stow could be equally as successful.

They looked at this as a continuation of the Omni Vitalia Campus of Stow. Yes, at one point, this was eleven (11) units up to about a month ago. There were set-back issues, misinterpretation of codes and what have you. So they circled back and have redone the plan to reflect six (6) villas with no variances requested, which allowed them to increase the landscaping, sidewalks and what they believed was making a great project even better. Although they would have liked to see a few more suites in this, they thought complying with the City's current Code would indeed give them an improved project.

When you live in one of these units you take advantage of all of the amenities and services provided on the main campus, which include but are not limited to house-keeping, transportation, valet, concierge, pet friendly, all-day dining, pool spas, fitness and salons. So this is an amenity rich community which people who are renting them will have full opportunity to come across, swim in the pool, be in the spa and do all those sorts of things.

He showed pictures of their Strongsville location. They included bistros, movie theaters, large common open areas, etc. The Stow product will be very similar to what they were seeing on the screen.

It was always an emphasis and desire to get the storm water management right. They were using the current system that was already in-place for the overall development. There would be modifications to the existing storm system to comply with the City's current Codes. However, the concept drawings have been reviewed by the Stow Engin-

earing Department and they believed that they were very achievable as drawn up to this date.

They made it a sidewalk friendly community so there would be easy access. No variances were required. They had preliminary approval of their landscaping plan. It had gone back-and-forth a little bit between them and the City Arborist. He thought there would be a change. They had some Norway Spruce, but she was suggesting more of an arborvitae-type of a product for better screening of the property. However, they were really close to making this really a nice landscaping plan.

Mr. Lowdermilk asked if these were all rental units? Mr. Finley stated that they were.

Mr. Costello asked if they had established the price point yet? Mr. Finley stated they believed that they would rent in the range of \$2,500-\$2,700-\$3,000. They would be ala carte on the level of services that they wanted. They would have full kitchens and be fully operational, so some people won't want to take advantage of the meal plan for instance. However, if they want one, they could have three meals and could eat all day long if they wanted by going next door. If a person didn't eat breakfast, cereal was good to go, then they could come-in for lunch.

The other services probably really wouldn't be charged for it. The meals would be the largest part. They were going to have access regardless of payment or what have you built into that rent.

Mr. Adaska asked if there would be access from the large building they were putting-up now to the main center for weather conditions and things like that, specifically covered access? If someone was in the main campus area and going back to the rental unit there was a considerable distance in the pouring rain between the two. He asked if there was any connection between the two?

Mr. Finley stated that part of their services was transportation services. To the extent necessary a project like this would own 1-2 mid-sized vans, 1 large van for 12-14 people (much like you see at the airport shuttling people from the parking stations) and 1 car. So, there were multiple ways for people to pick-up the phone, give them a call and one of the people would run right over, pick them up or take them back and forth. There would also be golf cart-type vehicles as well that could be run throughout the property that someone could hop on and work with as well when the weather is wasn't too bad but the distance was too far.

Mr. Pribonic stated if this matter passed thru Committee this evening, it would be sent on to Council.

MOTION:

Mr. Adaska moved and Mr. Lowdermilk seconded to assign a number to the sample legislation and send it on to Council.

Yes Votes: Pribonic, Lowdermilk, D'Antonio &  
Adaska

No Votes: None. The motion carried.

Mr. Pribonic stated this matter would appear on tonight's Legislative Agenda.

Rezoning – Omni Property Along Hudson Drive North of the Omni Senior Living Campus (PC 2018-005)

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Mr. Trenner stated this was a request again by Tom Finley of Omni Senior Living for Council's consideration of the rezoning of a five-acre parcel that fronts on Hudson Drive from I-2 to I-1.

He pointed out the Omni Senior Living Campus, the villas that were just discussed, the property to the north of Omni Senior Living Campus and the proposed rezoning parcels on the screen.

The property across Allen Road is zoned I-1, the property to the south (the Omni Senior Living Development) is zoned I-1 and the property across Hudson Drive is also zoned I-1. The current request is to rezone the I-2 property to I-1 in order to expand the Omni Senior Living Development.

The Planning Commission recommended approval of the proposed rezoning considering the adjacent zoning to the south, east and west are zoned I-1 Limited Industrial, so it would be consistent with those areas and for the potential economic benefit for the proposed use in the I-1 Limited Industrial District. They also determined that the potential for economic benefit would not be limited at all by going from I-2 to I-1 given the uses that are permitted in I-2 and not in I-1.

Mr. Lowdermilk asked if north of the property was zoned I-2? Mr. Trenner stated it was. Mr. Lowdermilk asked who occupied that property? Mr. Trenner stated it was Matco's headquarters. He pointed out the railroad right-a-way on the screen.

Mr. Lowdermilk asked how many more lots were they going to need to rezone one-at-a-time? Mr. Trenner thought this would square it off currently.

Mr. Lowdermilk stated they had had this conversation before. If it fits, they should rezone it if that's the direction the City wants to go to allow this type of thing. He thought

the zoning as-a-whole should probably be looked at. He didn't know how this wasn't considered spot zoning. That was his concern.

He was also concerned obviously with the manufacturing down-the-road. It may not be a problem for this Council, but he wanted them to be on the record that they were well aware that they were building next to industrial. Mr. Finley stated they were. Mr. Lowdermilk stated so that when residents don't like clanging trucks and things like that, there probably isn't going to be a lot of sympathy from City Council's standpoint.

Mr. Finley stated they were excited about the opportunity to expand this campus and take an underutilized property totaling just over 6 acres which was currently vacant with a few tractors laying around but the owners had pretty much moved from his understanding off to Florida. They were also no longer operating anything there. They hoped that higher utilization would ultimately serve both Omni and Stow by bringing life back to this property.

Again they were looking at a campus-oriented system here. He showed a concept drawing. They wouldn't be able to get that probably because it would require a certain number of variances and what have you. He showed a map of what more likely the plan would look like. It had a higher concentration of water detention and retention along the streets and a more concentrated set of residential units that would connect again to the main campus.

The question always comes-up why they need more of them? He was here to assure the City that his bankers, partners and everybody knew that maybe not this year, it might even be into next year, but ultimately the demand was there for this type of product. An independent living product has the largest demand of any of the products they were doing, which ultimately feeds into the assisted living which feeds into the memory care.

Quick numbers for independent living, and they were very conservative, were today the primary market area purse was over 75 and in excess of 2,700 people of which there were 306 of those people who would probably be capable of taking on their type of product. There was 115 of those already accounted for. That left a grand total of roughly 190-200 and going up over the next five years to 215 and projecting out over ten years that number continues to grow year-over-year.

The bottom graph showed that 28,000,000 people (babyboomers) since 1945, those people turning 72 or 73 years old this year and the influx of the number of people who will be looking for these level of services going forward was increasing for the next 20 years. So they were comfortable with the fact that this was a viable product and worthy of consideration.

They were basically squaring the area off. He did not feel that it was spot zoning because they had basically an I-1 area all the way around it currently. This just pretty

much completed it. Unfortunately he didn't think Matco was going to sell their property to them, nor would it do them any good, so there's not much they could do to the north and there wasn't much opportunity for the south, east or west for them to expand either.

Mr. Slur's property, which was directly to their north, was already zoned. It was obviously a possibility because it was a vacant piece of land. They were talking to him quite frequently, at least monthly, and most recently almost weekly.

So there was opportunity to expand this, but right now they believed with the approval of this they had maxed themselves out until they could actually get it started, marketed it and see where they really would be standing with it. This was their expansion plan to the next phase of the development.

Mr. Finley asked why did he believe this was worthy of Council's consideration? They believed it was an improved utilization of the property, which was currently vacant, it creates additional tax income when developed and it creates a campus environment with best-in-class features.

By doing this it begins to model to some extent Laurel Lake in Hudson. There were the same number of villas, independent living and assisted living. They would not have skilled nursing as they did, but it was looked upon, at least in Hudson, as being the best-of-the-best.

They believed they would have a comparable product here as Laurel Lake and even to some extent higher because:

- they had a newer property with higher technologies and things like that;
- the Planning Commission unanimously approved this;
- it would have a higher return on the investments for Steels Corners/Hudson Drive improvements;
- it creates consistency in zoning classifications with adjacent properties and in many areas it would be looked at as good planning (obviously the Planning Commission agreed to that);
- there is an established need for their type of senior residential product in this market; and
- it serves the Stow community and adds to their \$25,000,000-\$30,000,000 campus investment – the most commercial dollars spent in Stow's history.

If you take a value of \$150,000-\$175,000, they were in excess of \$6,000,000 for this type of a development. Fully developed it would add increased income taxes, because they were going to have to serve those people, they would want to eat, they would want to be inside there, so they would have more income from an income. They still didn't know to what degree that would be, but there's no doubt that they would need more than the perceived 60-65 full-time employees that they anticipate with their main campus.

Mr. Pribonic asked if they owned the land now? Mr. Finley stated they did not. They had a very short option on it.

He was supposed to go back tonight and tell his partners, and he knew they weren't voting on it tonight, if he had a good or bad feeling. Quite frankly, if he gets a bad feeling, they would have to go back into negotiations or drop the project.

Their option period was closing quickly. So any indication that Council could give him, and he wasn't asking for anything definitive, it would be helpful as he moved on.

Mr. Pribonic asked, compared to their other facility that Mr. Finley had mentioned in Strongsville, if this was going to be about the same size? Mr. Finley stated this was much bigger - 103 units exclusive to assisted living and memory care, 78 units of assisted living and 25 units of memory care. This added the component of the independent living which added to the overall number – the extra 40+ units that were added to this.

Mr. Pribonic asked for a total timeframe for what they were doing now and if this piece of the puzzle goes thru? Mr. Finley stated they hoped to deliver the main campus sometime in the first quarter of next year - February was what it looked like right now. They would be marketing the six villas that were currently under construction right now. He believed after the first or second one was spoken for, they would start the six units shortly thereafter.

Typically they wanted to stay ahead of that curve as people begin to make their decision to want to move in there. They didn't want to be caught with that not happening. If that moves very quickly, as they anticipated that it would, there was a two-year wait for the villas at Laurel Lake. He thought there was a \$100,000+ entrance fee for that. They didn't have an entrance fee. So in spite of even \$100,000+ to get in and two-years, there's a high demand for this type of product. That's why they had circled back here again.

They would like to move this right along. However, he looked at it as no better than 2019. That would be their best hope because they still had to obviously go thru the process of all the approvals, engineering, etc. However, they would like to do it as quickly as possible in the market demand.

Mr. Razor asked what the new total investment was? Mr. Findley stated they were estimating that the original campus would be in that \$25,000,000-\$30,000,000 range. There were still large things that were still being bought out, but they were in that \$25,000,000 for the main.

These if you take 35 and you're into \$150,000-\$175,000 he thought that was within \$5,000,000 and \$6,000,000 for the 35+ or minus and about \$900,000 of value for the buildings if you're at the low end of \$150,000. These should appraise more at the

\$175,000-\$200,000, but he was going to say \$150,000 because he didn't have any control over what an appraiser was going to say. But if you use the conservative numbers, you were at almost \$1,000,000 for the six units when you account for what they paid for the land and the value of those units.

Mr. Razor stated so like 30-35. Mr. Finley stated yes that was probably where they were at.

Mr. Razor asked what kind of annual revenue would that mean to the school district? Mr. Earle stated he didn't know. Mr. Finley thought it was in excess on the main campus of \$500,000-\$600,000 of property tax going to three-quarters of a million dollars.

Again the highest any place in Stow. So they would contribute more than anybody, including Akron General/Cleveland Clinic, from a property value standpoint if it gets the appraisal just based on cost of construction. Generally they didn't get that lucky. They find a way to make it worth a lot more than that.

Mr. Razor stated as far as he was concerned, and he was one of seven, he could take his enthusiasm back to his partners.

Mr. D'Antonio asked what the significant different was between I-1 and I-2 in general? Mr. Trenner stated that was an exercise that the Planning Commission went thru.

He referred to the screen. He said that the uses in yellow were not permitted in I-1. So the possibility for self-serve storage facilities, vehicle and equipment repair, lumber mills, yards and building material yards, laundry plants, foundries, truck terminals, fuel distribution facilities and major manufacturing, etc. would be eliminated going from I-2 to I-1.

Mr. Lowdermilk stated so this phase was targeted at 75 and over? Mr. Finley stated typically that was when you would find them. It was going to be a 55 and older community.

They didn't see 35 year olds moving in or asking to move into here. The rents were just too high. They could go any place in Stow and get \$1,500 rents and those sorts of things. Although he thought he would sign-up after they ate at Strongsville and saw what they were doing over there. It was really first class.

However, because of the cost and the level of services provided, there's a higher cost of entry, which would generally mean that it could be younger, they could see some 65 and older, especially if there was a spouse who had medical problems who doesn't need full-time care but needs help. If he was going to bring her over and ask if they could help in the process, they would absolutely do that sort of thing where the second spouse does 70%-80% of the care, but that 20%-30% gives them an opportunity to have a life outside of just caring and those sorts of things. That does happen.

He understood that that happens at Laurel Lake as well based on circumstances and what have you. That would bring that number down. Their average age they believed would be in the 81-82 range for assisted living and 70-75 for the independent living. 75 was a safe number.

Mr. Lowdermilk asked for the radius of those numbers? Mr. Findley stated generally speaking it was 5 miles. If that reaches outside of Stow and in this case it would, they would find that surrounding communities, again just like any of the other senior developments in the Stow, Hudson or Tallmadge area, typically they would find like in Strongsville where they just ran those numbers of the 50 there were only 3 that were outside of a 5 mile range.

Generally speaking people want to become comfortable with the community in which they are in. It's where their church is, it's where they shop and it's where they are familiar and most comfortable with. They want to stay close.

The few that come from outside are generally because their kids and grandchildren live here. They tell their parents to come live here so they can bring the kids over and do what they could, but they're not driving all the way to Mansfield every other night or whatever the case may be. That's where they find that they have run outside of the 5 mile range.

Mr. Lowdermilk stated he wasn't really crazy about putting them next to industrial. However, they were three-quarters of the way there so he guessed it didn't make a lot of sense to stop now.

Mr. Findley stated that they understood that. There would be measures to alleviate and make this as nice as possible.

The Laspina Property at the south end was obviously their biggest concern. They came in here during one of the meetings and asked if they realized that they had stamping plants, machining, etc.? He told them that they did.

That was why they wanted to plant a whole bunch of trees on their property that they would maintain to help things. They said that they fully acknowledged the fact and fully understood it.

The units would be well-constructed and well-insulated and, quite frankly, they were primarily in the house. If they were outside they were probably traveling over to the other facility to take advantage of those amenities.

Mr. Lowdermilk stated if it helped them, he didn't see a reason to stop it. However, it might not have been his choice of where to put it. Mr. Findley stated that was understood.

Mr. Pribonic stated that he really appreciated Mr. Findley working with the City of Stow and selecting them. He also knew in talking with Mr. Kurtz and Mr. Trenner that they had worked greatly on the project. He really appreciated them bringing it to Stow.

Mr. Findley stated they had a 30-year history with Stow with very successful projects. With everything Omni had done here they had been very successful. As they were developing their company and these projects they said that they needed to be in Stow. They appreciated the City as well. They had for 30 years. They were looking forward to being very successful and being a part of this community.

**MOTION:**

Mr. D'Antonio moved and Mr. Lowdermilk seconded to assign a number to the sample legislation and send it on to Council.

Yes Votes: Pribonic, Lowdermilk, D'Antonio &  
Adaska

No Votes: None. The motion carried.

Mr. Pribonic stated this item would appear on tonight's Legislative Agenda.

**Adjournment**

**MOTION:**

Mr. D'Antonio moved and Mr. Lowdermilk seconded to adjourn.

Yes Votes: Pribonic, Lowdermilk, D'Antonio &  
Adaska

No Votes: None. The motion carried.

The meeting adjourned at 5:34 p.m.

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Bonnie J. Emahiser  
Clerk of Council

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John Pribonic  
Chairman